

MALAY PANDEY

Communications & Design Lead | Brand Strategy | UI/UX | Visual Storytelling

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[LinkedIn](#) | [Portfolio](#) | [Behance](#) | [Dribbble](#)

PROFESSIONAL SUMMARY

Strategic communications and design professional with 2+ years of experience leading brand development, content strategy, and digital outreach for government, multilateral, and non-profit organizations. Proven ability to manage cross-functional creative teams, translate complex policy research into accessible public-facing content, and build scalable communication systems. Expertise in Adobe Creative Suite, social media strategy, stakeholder engagement, and end-to-end project management. Delivered 200+ social media assets, 100+ presentation decks, and 10+ newsletters across high-impact campaigns, scaling LinkedIn presence from 10,000 to 18,000 followers and YouTube to 105,000+ views within 12 months.

WORK EXPERIENCE

Communications & Design Lead

March 2025 – Present

Nikore Associates | Lucknow, India

- Lead organization-wide communications strategy and manage a cross-functional creative team of designers, editors, and social media associates.
- Scaled LinkedIn audience from 10,000 to 18,000 followers (+80%) within 12 months through strategic content planning, audience segmentation, and engagement campaigns.
- Grew YouTube channel to 105,000+ total views and 257 subscribers; produced individual videos reaching 94,000+ views in 2025.
- Developed the organization's first brand guidelines, establishing visual identity standards and narrative consistency across all organizational outputs.
- Built a centralized media management system integrating AI-based summaries, event tracking, and automated approval workflows, reducing manual reporting time significantly.
- Streamlined HR and operations by implementing automated Google Forms-based systems for hiring, payments, and reimbursements, replacing manual processes.
- Built an in-house SaaS tool to automate issuance of HR certificates, contracts, and Letters of Recommendation, eliminating manual document generation workflows.

Associate Designer |

June 2024 – February 2025

- Designed 100+ presentation decks and policy reports for government and multilateral organizations including GIZ, ITDP, and ITC.
- Created brand guidelines and established structured design workflows for a team of designers and social media associates.
- Produced 200+ social media communication assets and post templates aligned with organizational brand systems.
- Developed and distributed 10+ newsletters supporting policy communication and stakeholder outreach.

Graphic Design Intern |

March 2024 – May 2024

- Supported design and communications projects including report layouts, infographics, and visual content creation.
- Promoted to Associate Designer within 3 months on the basis of performance and output quality.

Creative Lead

February 2022 – Present

XenonMedia (xenonmedia.in) | Lucknow, India

- Delivered end-to-end UI/UX design and responsive website development for digital creators, brands, and non-profits including [BloodConnect](#), [Carversal](#), and [Artitout](#)
- Created brand identity systems, event communication materials, and retail marketing assets for multiple clients across sectors.
- Managed client briefs, design production, and delivery across websites, app interfaces, print collaterals, and digital media.

KEY PROJECTS

WEMAC 2026: Women's Entrepreneur Market Access Collective

February 2026

Client: Gates Foundation & Global Alliance for Mass Entrepreneurship (GAME). Led end-to-end communications and visual production for a high-profile international conference. Managed event branding, presentation design, video asset creation, and cross-functional team coordination across all event touchpoints.

ITC SheTrades Publication Launch Event

March 2026

Client: International Trade Centre, New Delhi. Led a 5-person photography and videography team to cover the publication launch of the UK-India CETA report at Shangri-La Hotel, New Delhi. Managed full event documentation and post-production.

SEWA Gujarat: Childcare Centers Field Documentation

March – June 2026

Conducted field visits to remote areas of Gujarat (Poshina, Tapi) contributing to a community betterment toolkit focused on childcare center development. Managed end-to-end field documentation and stakeholder engagement.

GAME: Women's Economic Empowerment (WEE) Programme

November 2025 – March 2026

Managed end-to-end communications including brand strategy, social media management, and digital outreach. Conducted field visits to Limkheda village (Ahmedabad) and Dimapur, Nagaland, coordinating storytelling with grassroots partners SAATH, Aranya NGO, and YouthNet.

ITDP Ahmedabad: Urban Street Assessment

December 2025

Managed street perception surveys focused on walkability, urban infrastructure, and quality of life. Coordinated on-ground survey teams, video documentation, and qualitative data collection from shop owners, residents, and street users.

Gender Inclusivity in India's Public Transport: Research Report

September – November 2025

Client: ITDP Hubli-Dharwad. Designed the final research report using Adobe InDesign, translating gender-focused research into a publication-ready document aligned with multilateral reporting standards.

Navigating Care Work, Safety and Informality in Urban India

January – February 2025

Client: Jagori (Gender & Urban Research). Designed report layouts and data-driven infographics translating complex research findings into accessible visuals aligned with government reporting standards.

Enabling Women's Participation in India's Logistics Sector: Policy Report

September – December 2024

Client: GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit). Lead designer for a national-level policy report; created all infographics, data visualizations, charts, and cover design aligned with government and multilateral standards.

GAME: District Entrepreneurship Mission (DEM), Lucknow

August – November 2024

Contributed to a district-level Diagnostic Study by engaging 100+ stakeholders across incubation centers, universities, business associations, skill training institutes, and financial institutions to map the entrepreneurship ecosystem.

EDUCATION

Bachelor of Arts | Journalism & Mass Communications

November 2021 – June 2024

Babu Banarasi Das (BBD) University | Lucknow, India

- Graduated with distinction – 9.0+ CGPA out of 10.0
- Member of University Media Team; Founding Committee Member, University Podcast Society

Intermediate | Mathematics & Science

March 2020 – June 2021

Vidyatree Modern World College | Lucknow, India | 92%

AWARDS & CERTIFICATIONS

PD Tondon Award: Best Student Journalist | PD Tondon Foundation Trust, Lucknow (2022)

Awarded at the annual PD Tondon Foundation event at Auditorium, Lucknow, recognizing excellence in student journalism across media, communication, and digital fields. Cash prize of awarded alongside the recognition.

Figma UI UX Design Advanced | Udemy | *Issued April 2024*

Credential ID: UC-37e186dd-e381-466e-be3a-3746e47f0b69 | Skills: Figma (Software), User Interface Design

SKILLS

Communications & Strategy: Strategic Communications, Brand Strategy, Content Strategy, Brand Development, Brand Voice, Stakeholder Engagement, Policy Communication, Research Communication, Social Media Strategy, Digital Outreach, Audience Segmentation, Campaign Management

Design & Tools: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe Creative Suite, UI/UX Design, Responsive Web Design, Visual Design, Report Design, Infographic Design, Data Visualization, Video Production

Project & Operations Management: Cross-Functional Team Management, Project Management, Process Automation, Workflow Development, Quality Control, Field Research Coordination, Event Communications

Languages: English (Fluent), Hindi (Native)

PUBLICATIONS

8 Things I Learned Too Late, Lessons for the First Years of Adult Life: Self-authored. Published on Amazon Kindle, March 2026. Non-fiction addressing foundational lessons on relationships, decision-making, identity, and self-accountability for young adults.

India's Education, A Cultural Genocide: Self-authored. Published 2021. Sociological critique of India's education system examining colonial roots, student mental health, cultural identity loss, and systemic failures.